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Staffing | Professionals | Search & Selection | HR Solutions | Inhouse Services

Employer Branding

Perception being reality

Global sector report

Informatics - Consulting

Results Randstad Award 2012

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3. Comparison between sectors

- how attractive is your sector compared to other sectors?
- how attractive is your sector for potential employees?
- how does your sector rate on the various factors compared to other sectors?

study background and

study design

Randstad Award 2012

Randstad Award based on perceived attractiveness of companies amongst a large audience

- attractiveness measured for 150 biggest employers in 14 countries (*) in Europe, APAC and North America; sector results are based on the results at company level within this sector
- most attractive employer determined by means of the question: 'Would you like to work for this company?'
- employers evaluated on 10 various factors

National representative sample of potential employees

- representative on region, age, sex and education
- comprising current students, employed and unemployed workforce aged between 18 and 65 years old

Interviews conducted online between October 2011 and February 2012

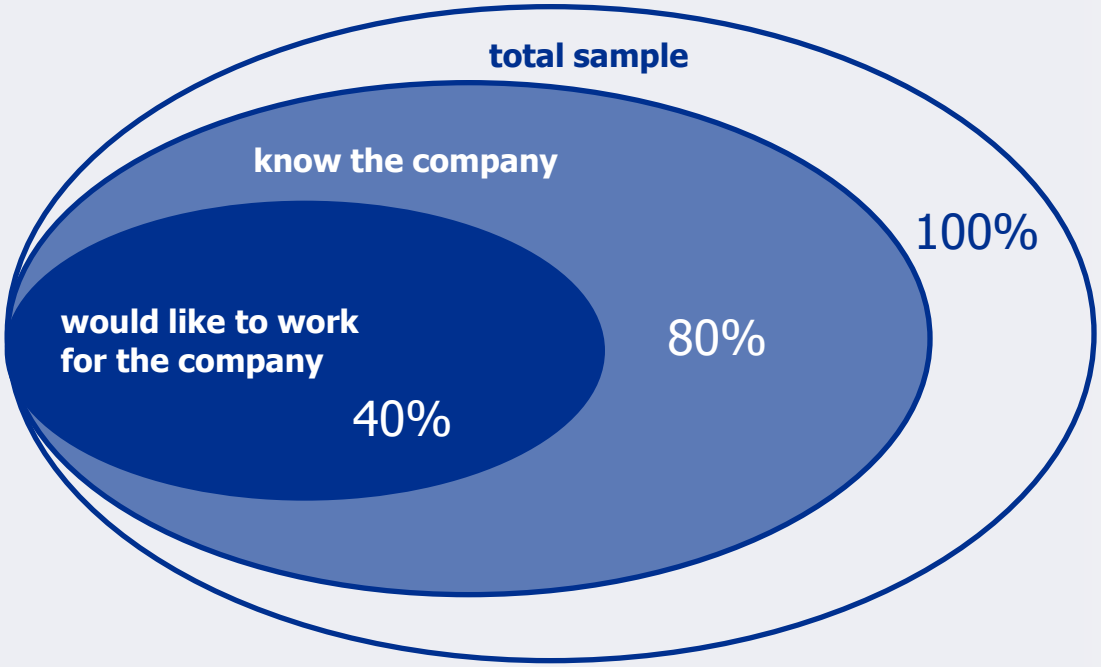
(*) participating countries in Europe:

Belgium: 12th edition
France, Germany, Spain & Netherlands: 3rd edition
Italy, Poland & UK: 2nd edition

(*) participating countries in APAC & North America:

Australia, India, New Zealand: 2nd edition
Canada: 2nd edition
Singapore, Japan: 1st edition

absolute and relative attractiveness



- absolute attractiveness = 40/100 = 40%
- relative attractiveness = 40/80 = 50%

questionnaire

1. Which aspects are important to you in choosing to work for a specific company?

top 5 ranked from most important aspect to least important

2. Do you know this company?

yes/no

3. Would you like to work for this company?

1 5

not agree at all totally agree

4. Association known companies with specific factors

1 5

not agree at all totally agree

some definitions

Name Awareness

- to know the company well enough to have an opinion/perception about the company

Absolute Attractiveness

- amongst all respondents (total sample); % that would like to work for the company

Relative Attractiveness

- = Randstad Award
- amongst respondents who know the company; % that would like to work for the company
- removes the 'size' bias
  - big companies having the advantage to be known by most people and as a consequence often rank amongst the top on absolute attractiveness

success of a company hinges on the quality and talent of its employees

Competitive Image
to attract right candidates

High retention
to ensure a stable work force

Improve cost management
to reduce costs for
search & selection

Qualified workers

Satisfied customers

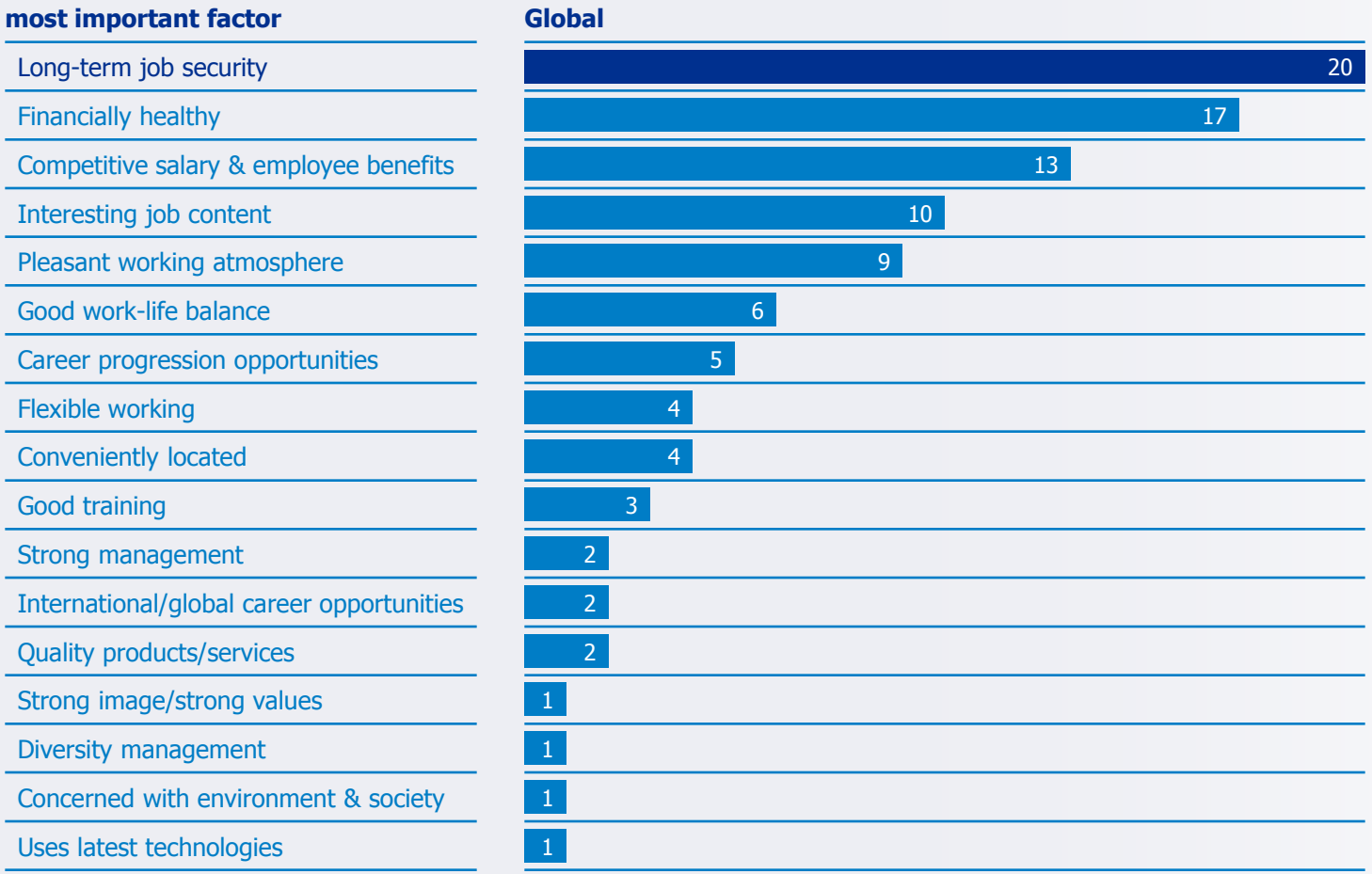
Business success

overall results

what are the most important factors when choosing an employer?

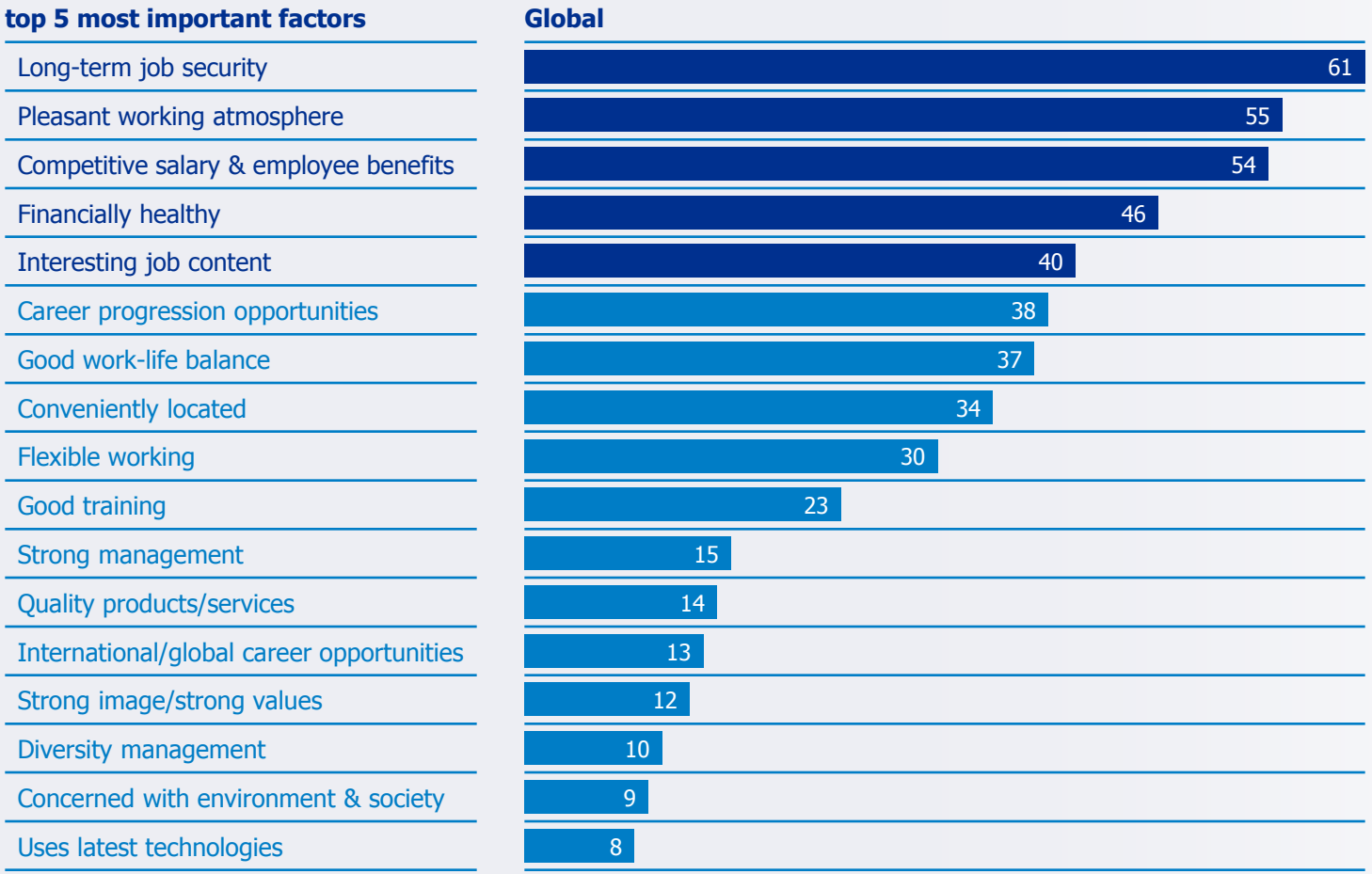
job security is the most important factor for a fifth of potential employees, followed by financial health and competitive salary & employee benefits

which is the most important factor to you in choosing to work for a specific company?



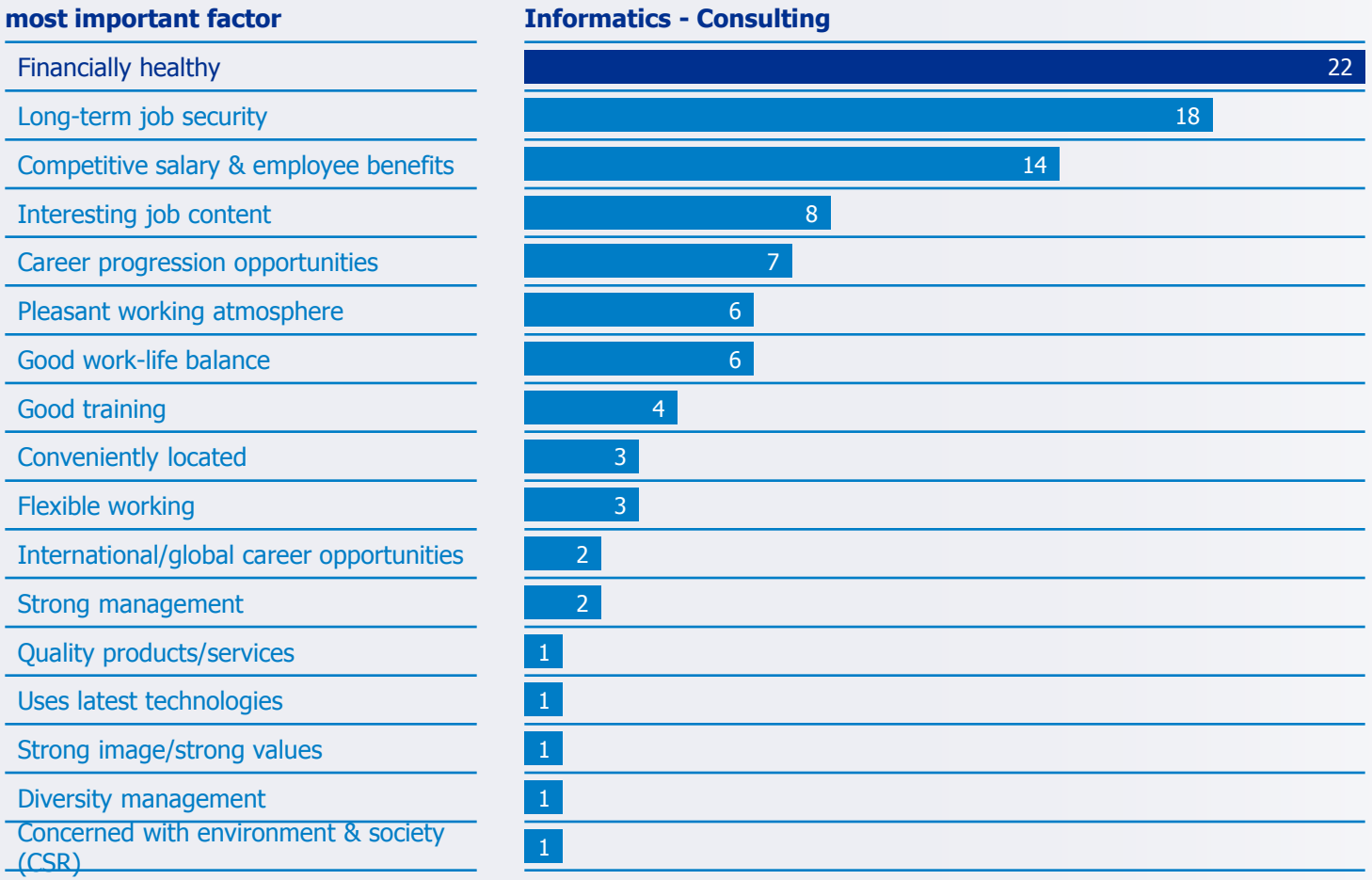
within the top 5 of most important factors, job security is closely followed by working atmosphere and competitive salary & benefits

which are the top 5 most important factors to you in choosing to work for a specific company?



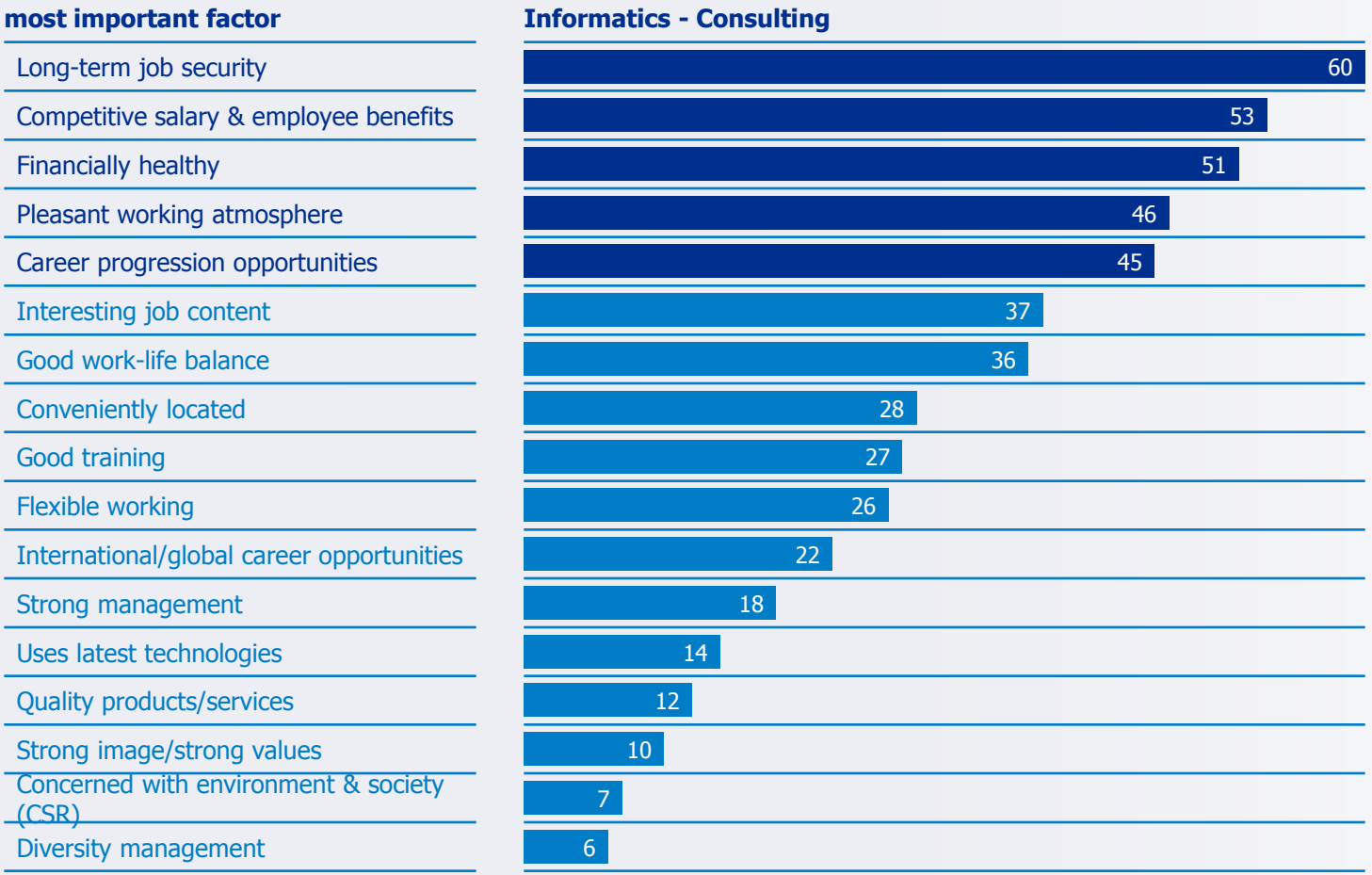
financial health is more important to respondents currently working in Informatics - Consulting compared to the global ranking, taking first position before long-term job security

which is the most important factor to you in choosing to work for a specific company?



employees working in Informatics-Consulting most often list job security in their top 5 of most important factors, followed by salary & benefits and employers' financial health

which are the top 5 most important factors to you in choosing to work for a specific company?



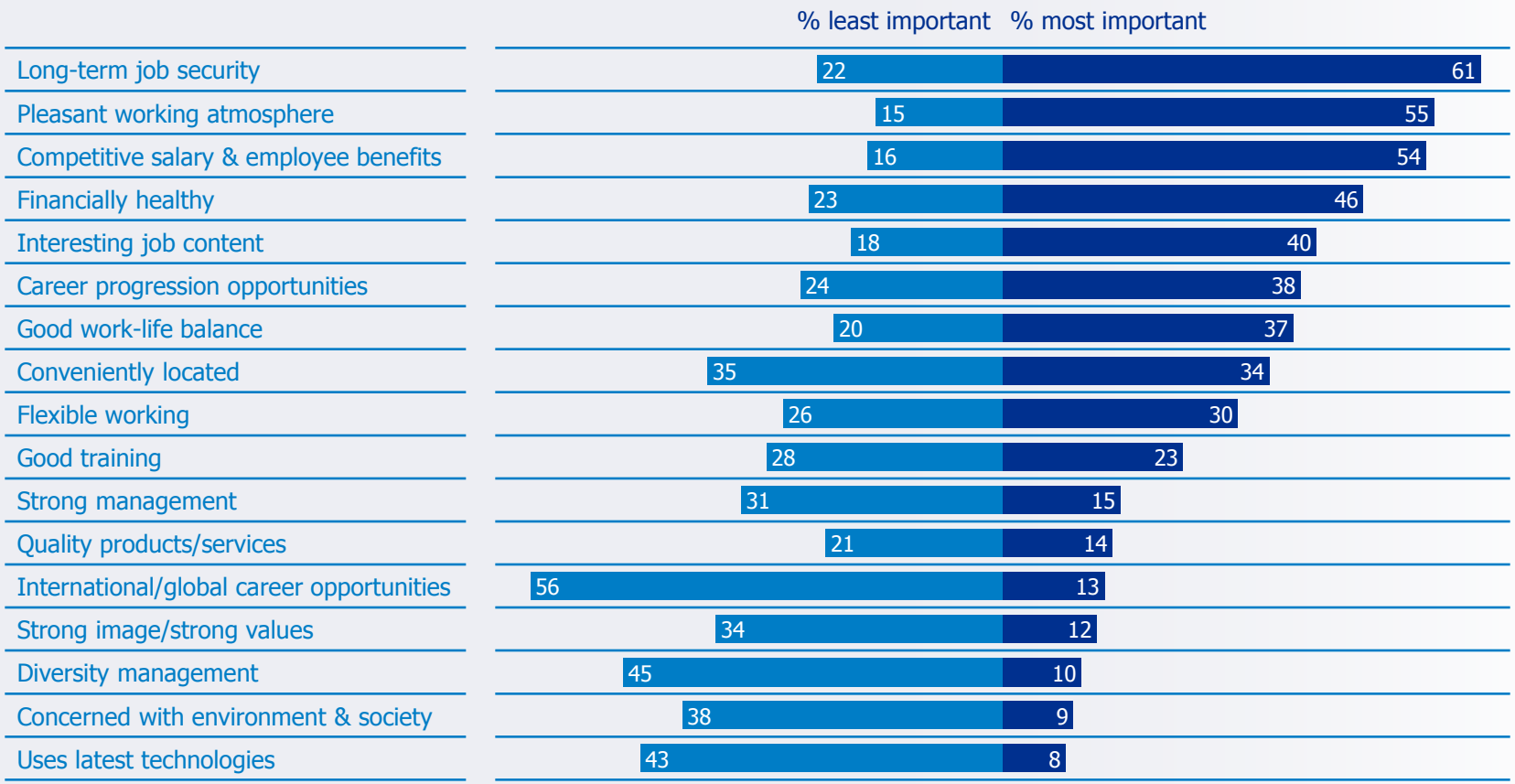
overall results

least important versus most important factors when choosing an employer

least important factors versus most important factors according to the total sample of respondents (Global)

which factors are the least / most important to you in choosing to work for a specific company?

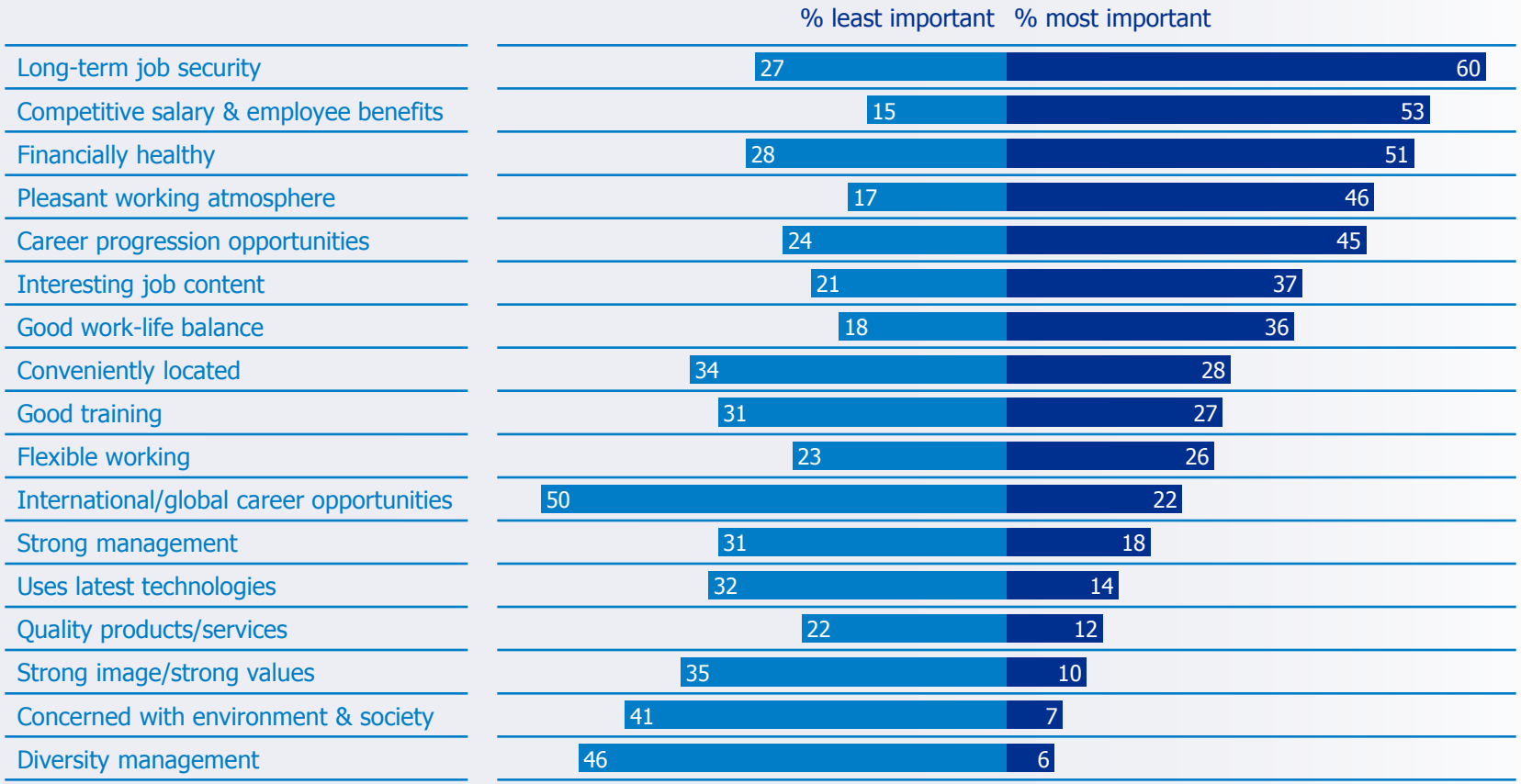
least important vs most important factors Global



least important factors versus most important factors according to respondents currently working in Informatics - Consulting

which factors are the least / most important to you in choosing to work for a specific company?

least important vs most important factors in Informatics - Consulting

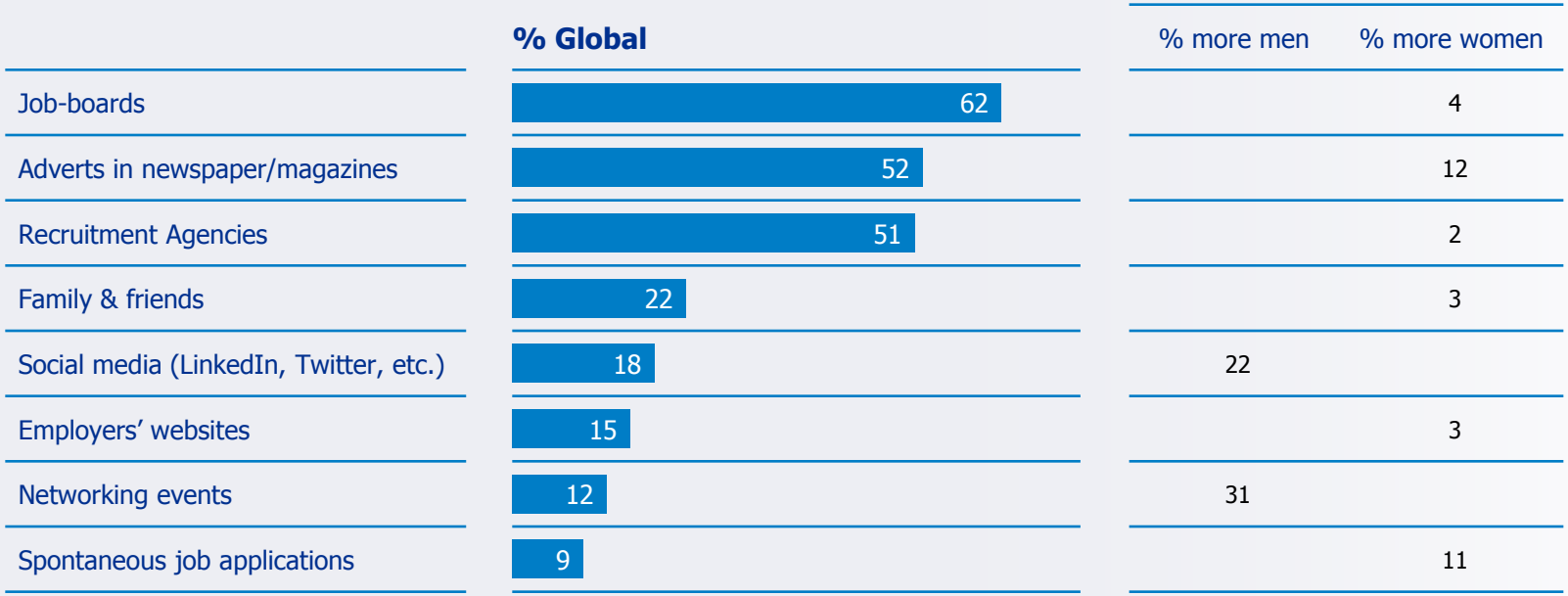


overall results

recruiting

recruiting: global

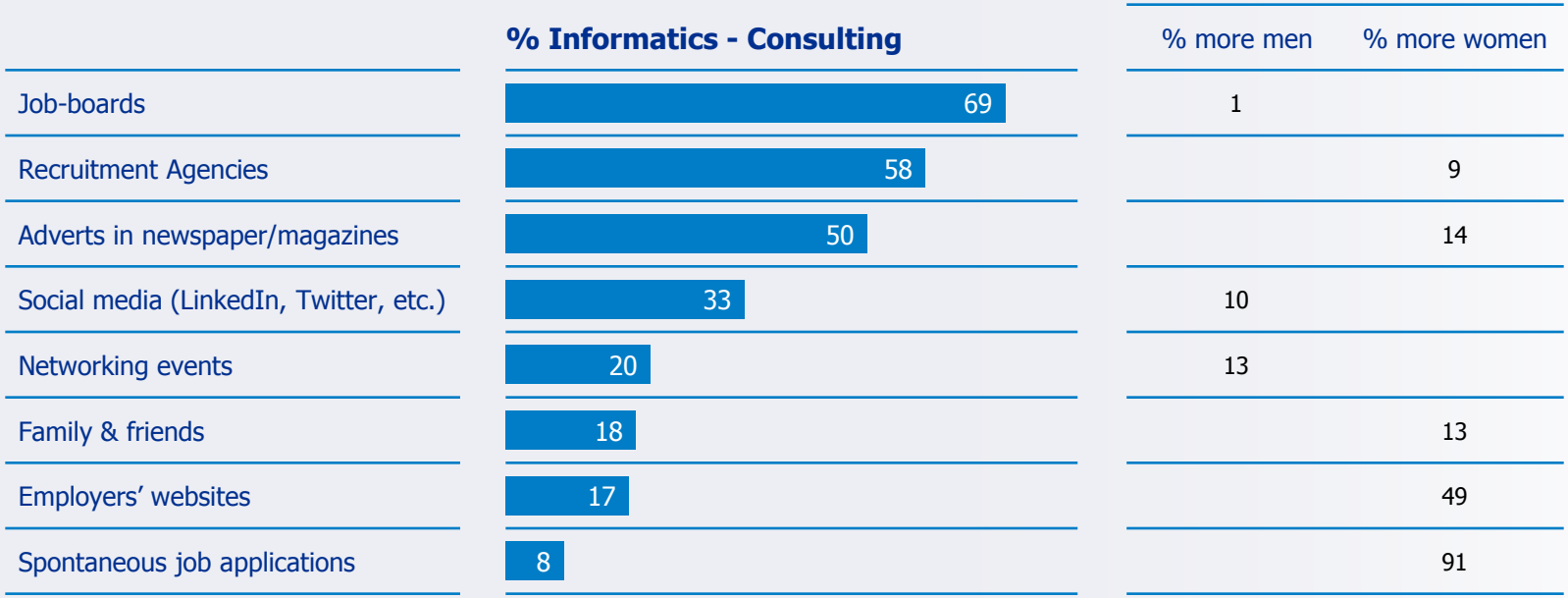
which channels do you use to find a job? (total sample)



note: scores displayed point at the dominating group with above average rate against the group with below average rate (not displayed)

recruiting: Informatics - Consulting

which channels do you use to find a job? (respondents currently working in Informatics - Consulting)



note: scores displayed point at the dominating group with above average rate against the group with below average rate (not displayed)

comparison between sectors

how attractive is your sector compared to other sectors?

sector attractiveness based on respondents' perception of the companies included in these sectors within the scope of the Randstad Award survey

amongst respondents (total sample) that know one or more companies operating in this sector

in the previous slides
the sector is defined by the group of respondents that currently work in this specific sector, in this case Informatics - Consulting

in the next slides
the sector is defined by the companies that represent that sector in each country; the companies are evaluated by the respondents (total sample) regardless of the sector they work in

attractiveness sector

amongst respondents that know one or more companies operating in this sector (total sample)

note: the sector ranking is based on respondents' perception of the companies that are included in the research

	would like to work for: (% 4-5)		
	2011	2012	
Automotive/Vehicles	36%	44%	▲
Informatics - Consulting	41%	44%	▲
FMCG	37%	40%	▲
Pharmaceutical/Chemical	40%	39%	
Services	35%	36%	
Utilities	35%	36%	
Non-profit	33%	36%	▲
Industrial/Manufacturing	37%	36%	
Finance (Banking & Insurance)	33%	34%	
Travel/Leisure/Horeca	32%	33%	
Construction	31%	32%	
Transport/Logistics/Wholesalers	32%	29%	▼
Retail	26%	28%	▲

attractiveness of Informatics - Consulting by factor

amongst respondents that know one or more companies operating in this sector (total sample)

	position of Informatics - Consulting in European countries						
	BE	**FR**	**GE**	**IT(*)**	**PL**	**ESP**	**UK**
Salary & employee benefits :	2/25	4/20	2/21	7/13	10/14	6/16	5/15
Career progression opportunities :	2/25	3/20	3/21	7/13	4/14	3/16	8/15
Pleasant working atmosphere :	7/25	6/20	2/21	2/13	9/14	13/16	8/15
Long-term job security :	5/25	12/20	3/21	10/13	10/14	7/16	8/15
Good work-life balance :	14/25	12/20	3/21	9/13	11/14	12/16	9/15
Financially healthy :	4/25	8/20	2/21	5/13	8/14	8/16	5/15
Interesting job content :	3/25	5/20	1/21	3/13	8/14	5/16	7/15
Good training :	2/25	3/20	1/21	8/13	4/14	1/16	8/15
Strong management :	3/25	4/20	4/21	6/13	11/14	12/16	7/15
Environment & society (CSR) :	14/25	10/20	2/21	6/13	8/14	11/16	11/15

(*) Italy: Telecom

= within top 3

note: no results for The Netherlands as the sector is not as such represented

attractiveness of Informatics - Consulting by factor

amongst respondents that know one or more companies operating in this sector (total sample)

	position of Informatics - Consulting in APAC				
	AUS	**IND**	**NZ**	**SING**	**JAP**
Salary & employee benefits :	21/27	1/8	4/17	7/12	2/16
Career progression opportunities :	19/27	1/8	6/17	5/12	3/16
Pleasant working atmosphere :	15/27	1/8	6/17	4/12	4/16
Long-term job security :	21/27	2/8	8/17	7/12	11/16
Good work-life balance :	18/27	1/8	7/17	1/12	6/16
Financially healthy :	20/27	1/8	4/17	9/12	3/16
Interesting job content :	18/27	1/8	8/17	5/12	5/16
Good training :	20/27	1/8	5/17	5/12	6/16
Strong management :	21/27	1/8	6/17	7/12	4/16
Environment & society (CSR) :	21/27	1/8	13/17	6/12	10/16

Specific sector in countries:
Australia: IT & Telecom + Business Services
India: IT, Communication & Telecom & ITES
New Zealand: IT & Telecom
Singapore: IT & Telecom
Japan: Information & Communication

note: no results for Canada as the sector is not as such represented

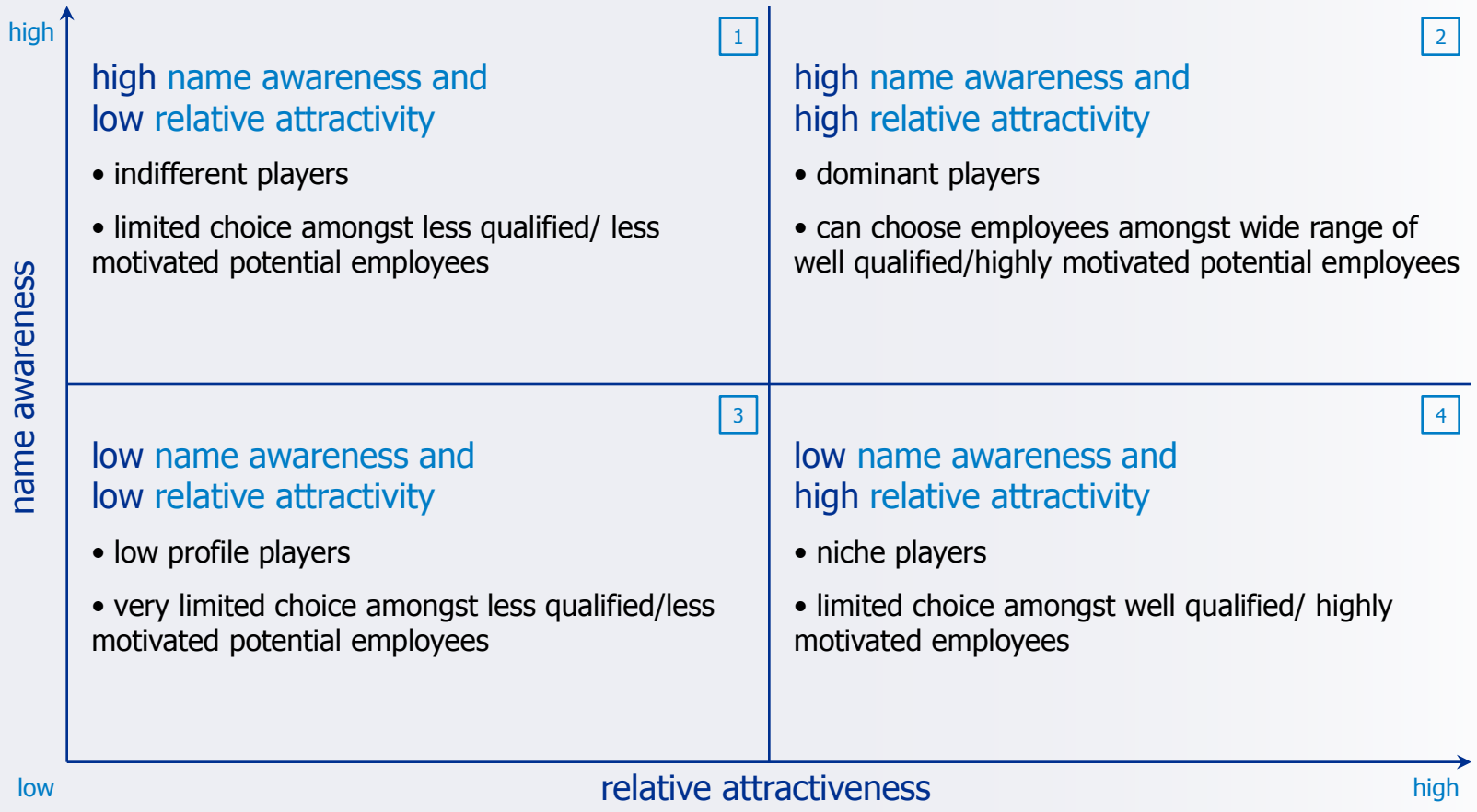
= within top 3

comparison between sectors

how attractive is your sector for potential employees?

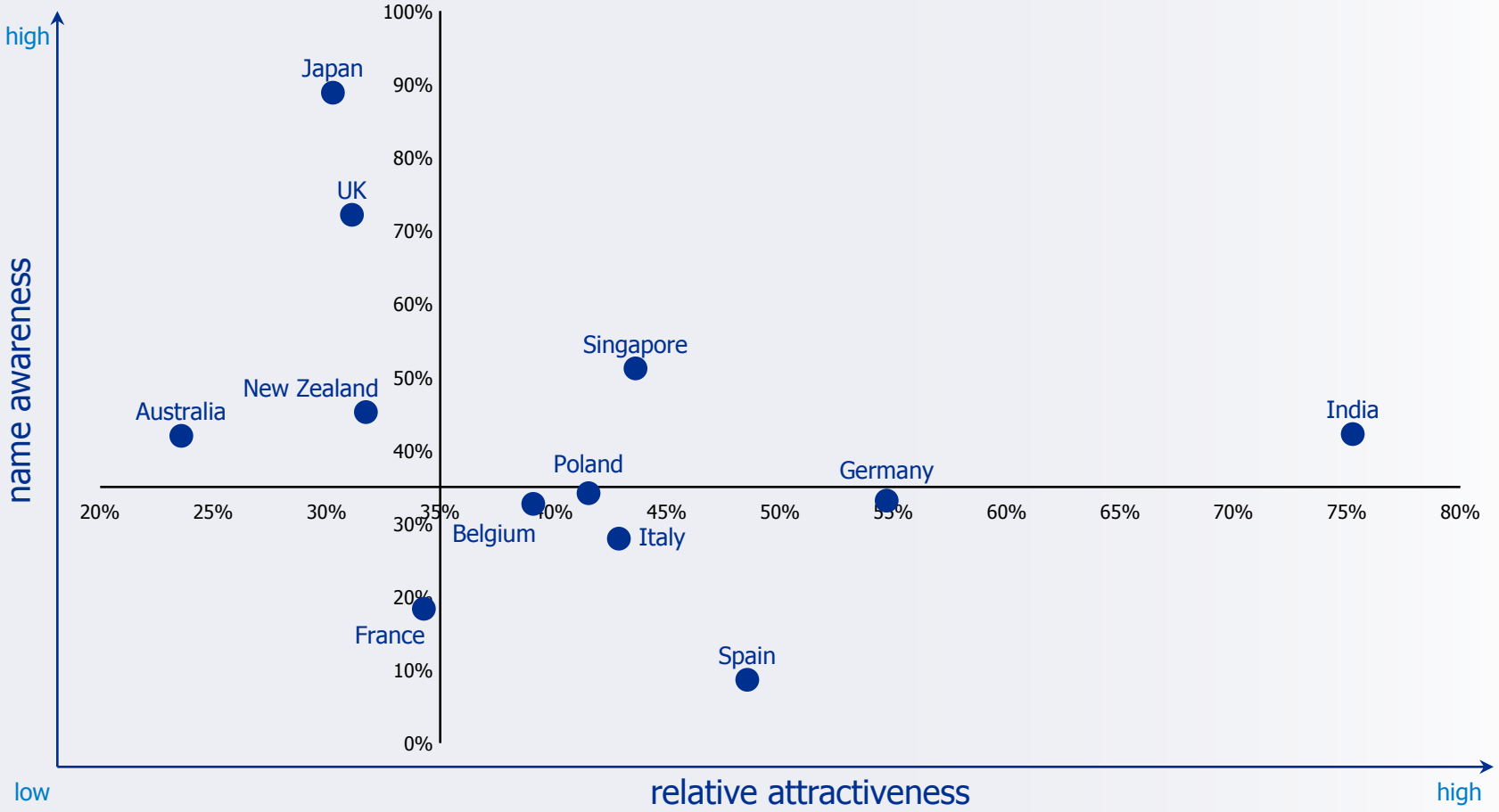
Randstad attractivity grid

relative attractiveness by name awareness



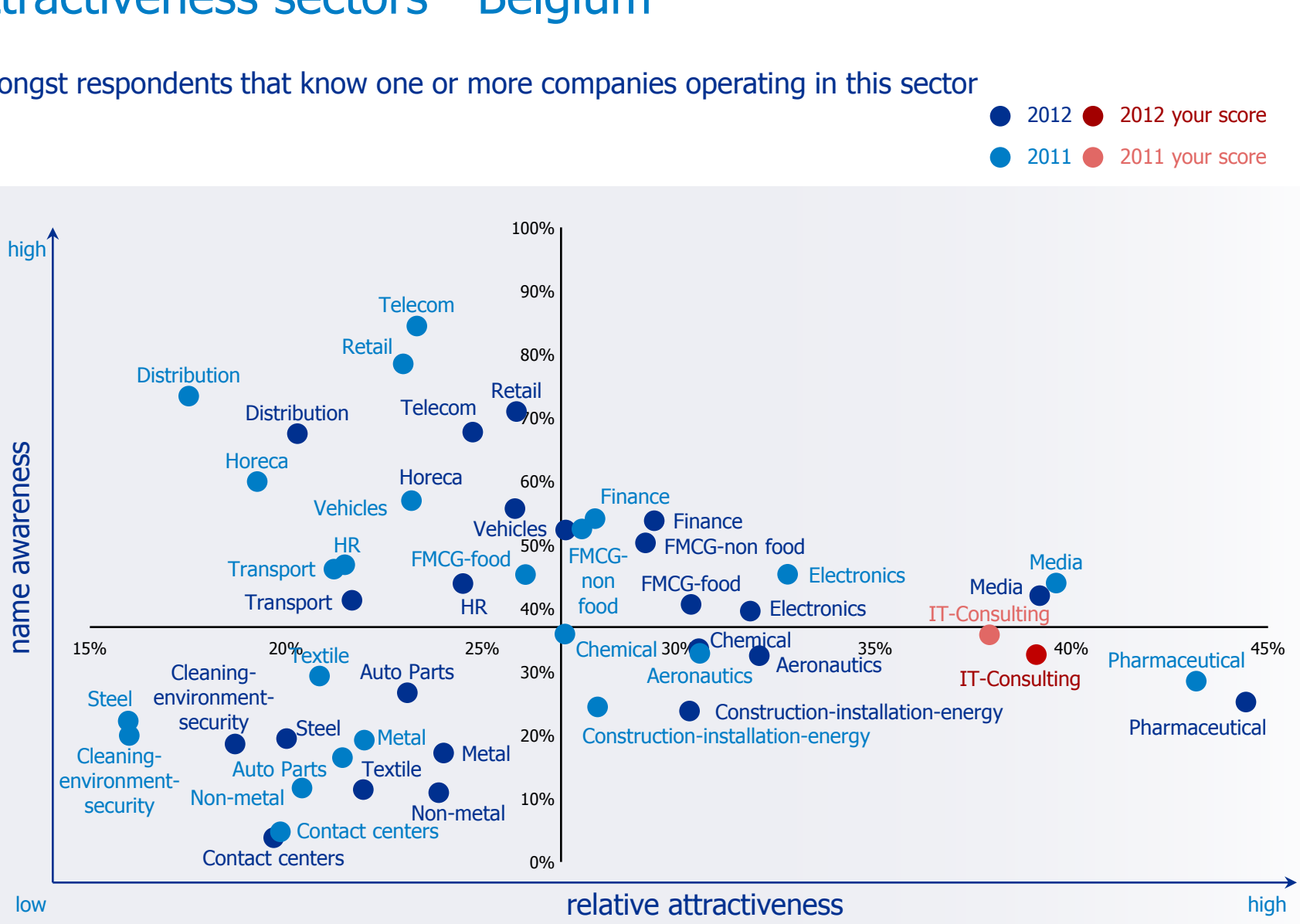
attractiveness of Informatics - Consulting in the countries

relative attractiveness by name awareness



attractiveness sectors - Belgium

amongst respondents that know one or more companies operating in this sector



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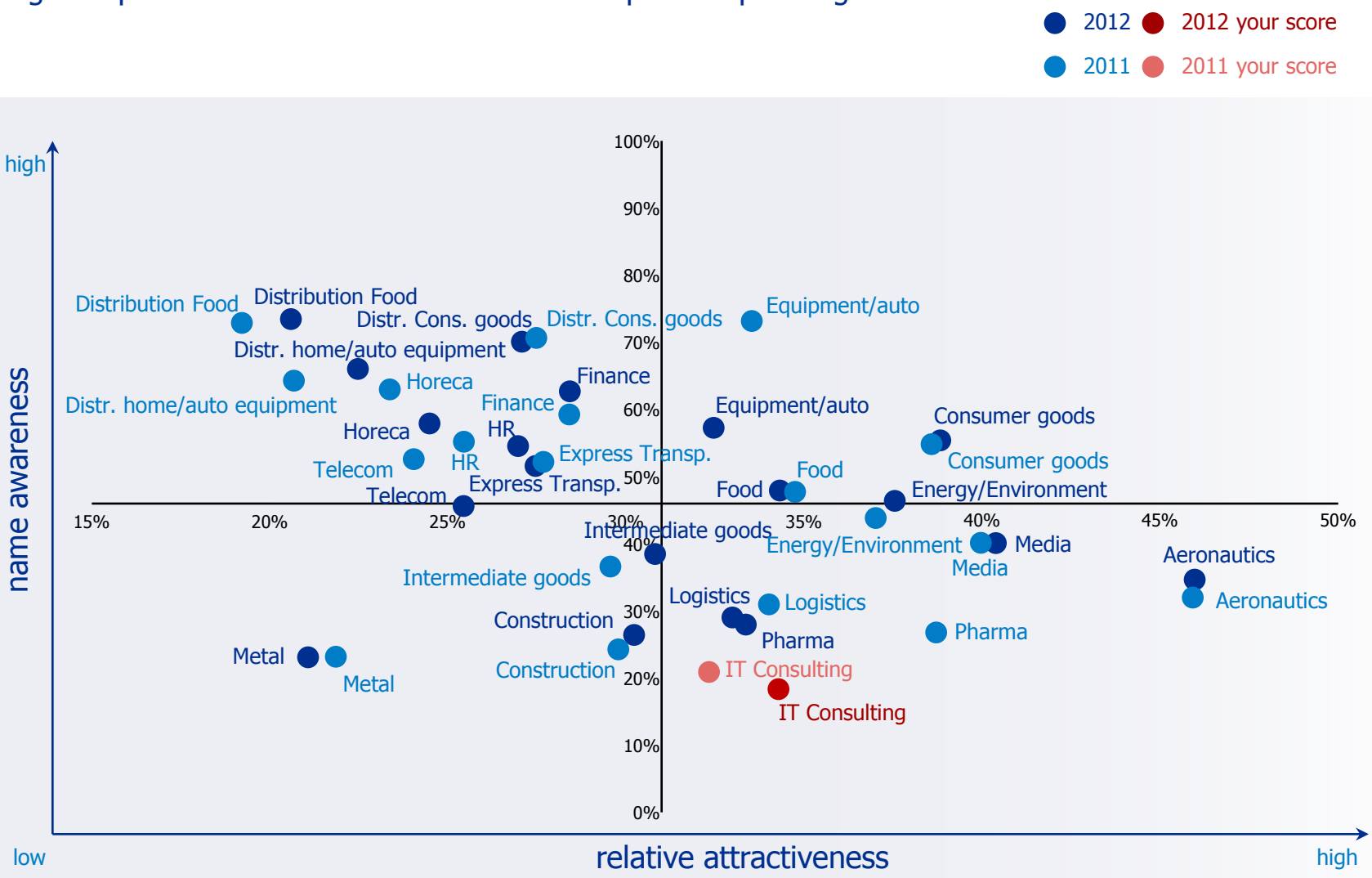
attractiveness sectors - France

amongst respondents that know one or more companies operating in this sector



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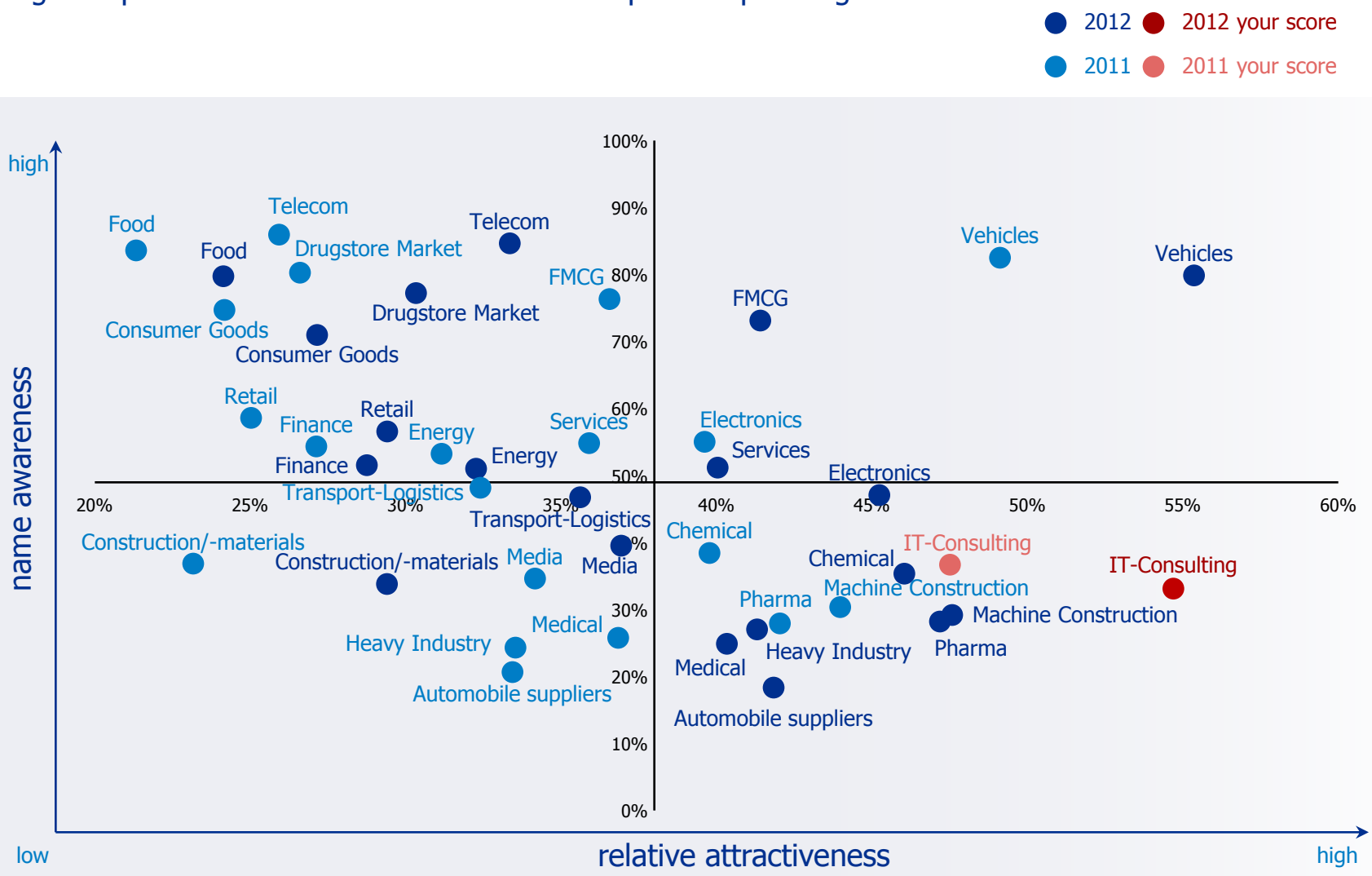
attractiveness sectors - Germany

amongst respondents that know one or more companies operating in this sector



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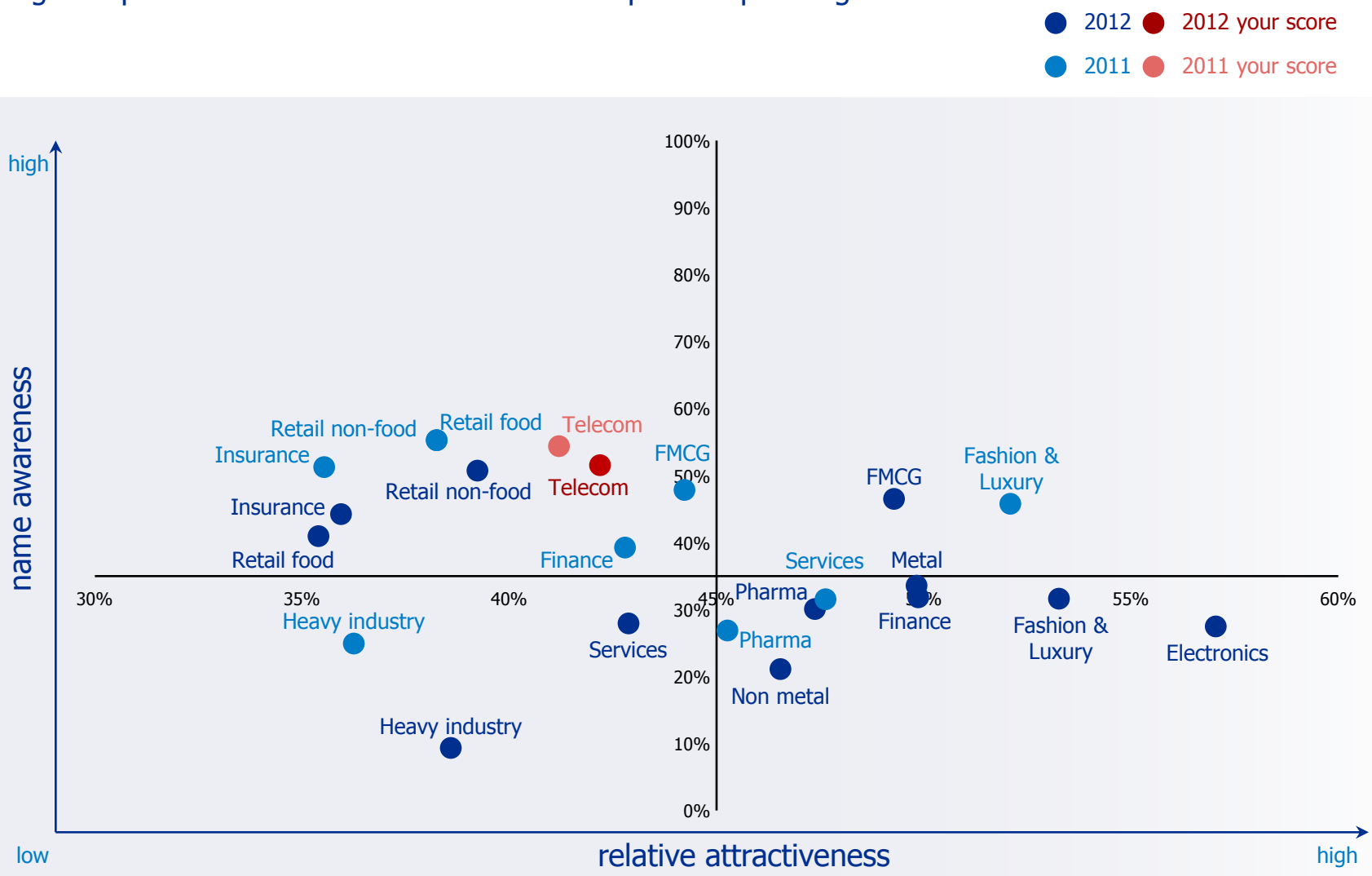
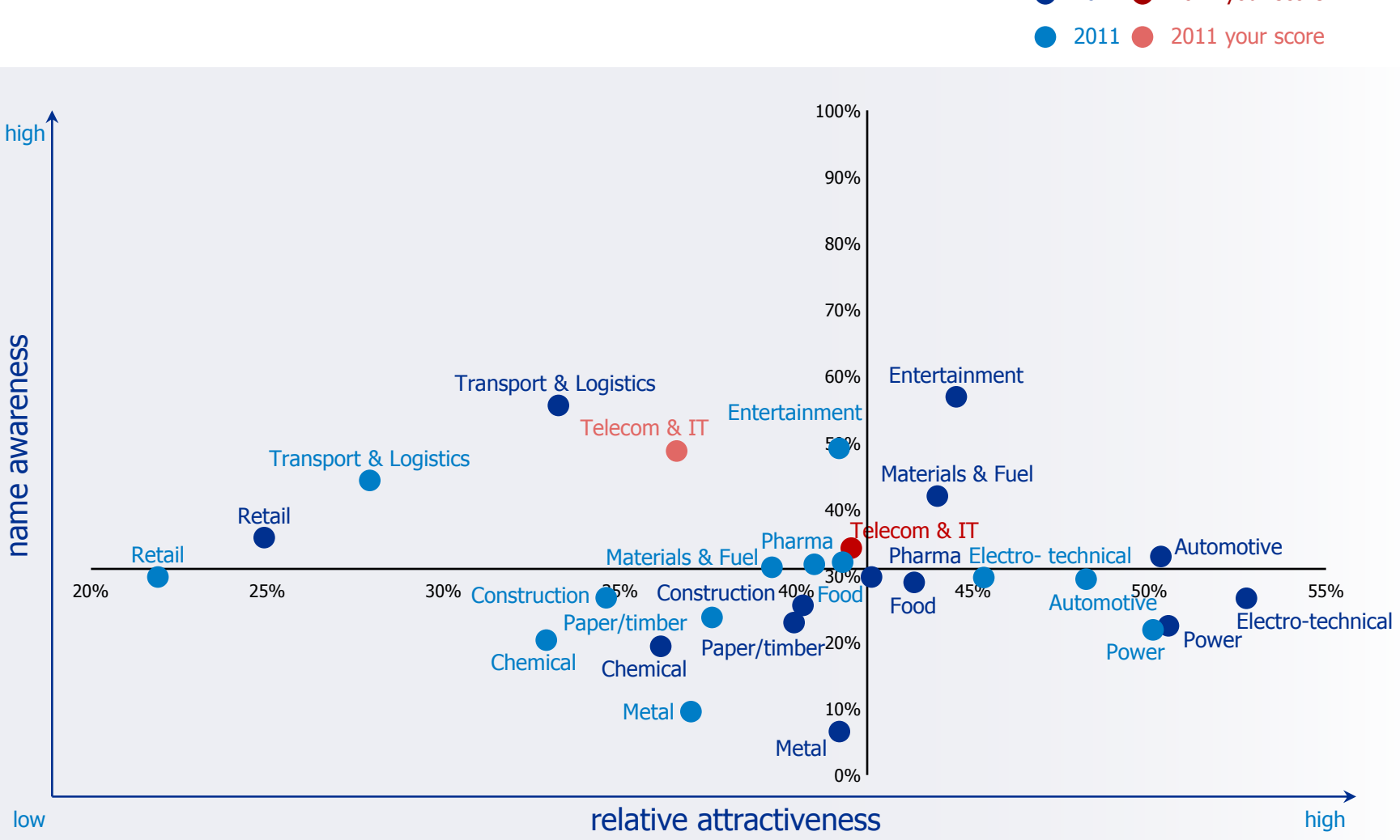
attractiveness sectors - Italy

amongst respondents that know one or more companies operating in this sector



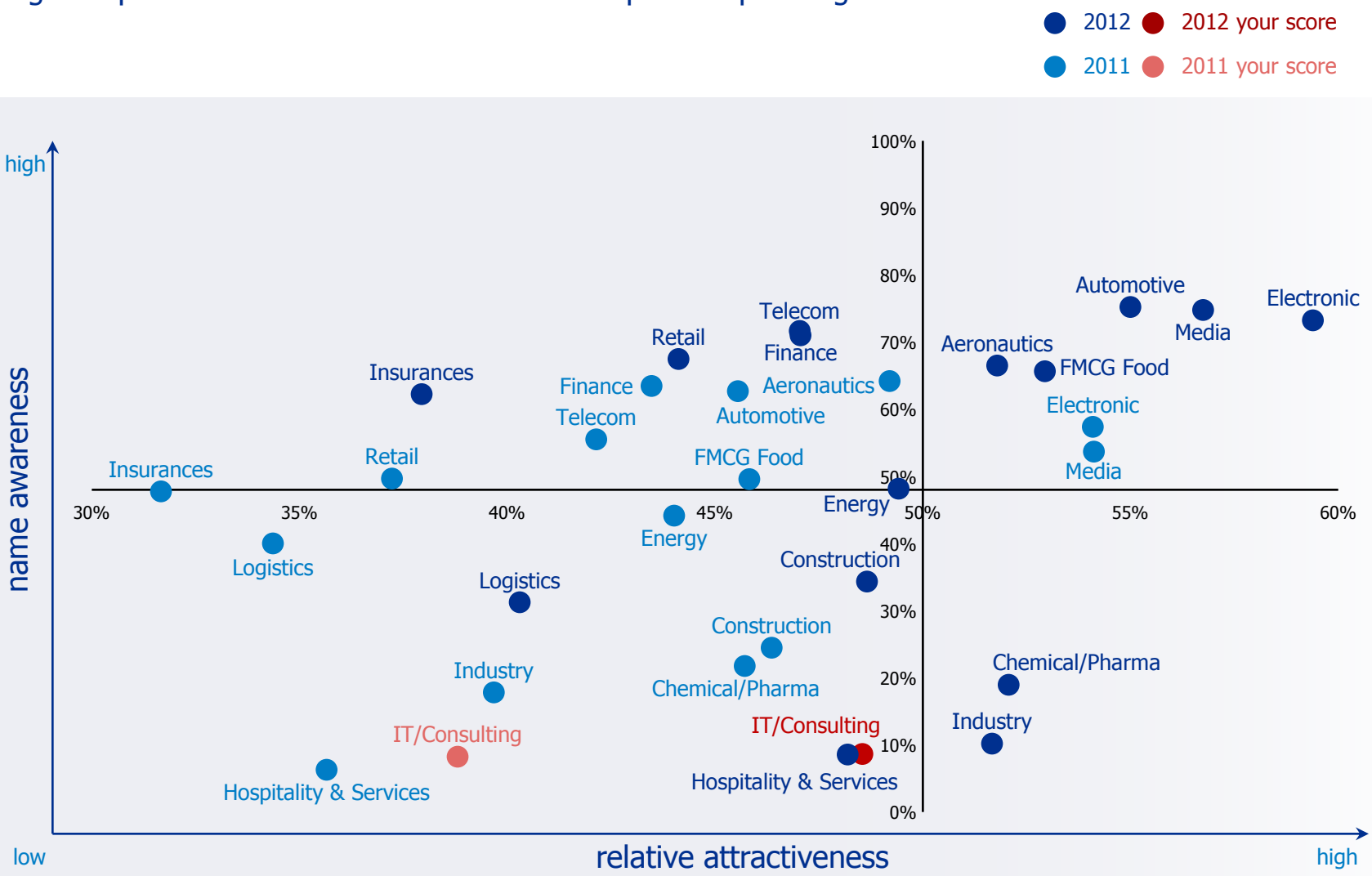
attractiveness sectors - Poland

amongst respondents that know one or more companies operating in this sector



attractiveness sectors - Spain

amongst respondents that know one or more companies operating in this sector



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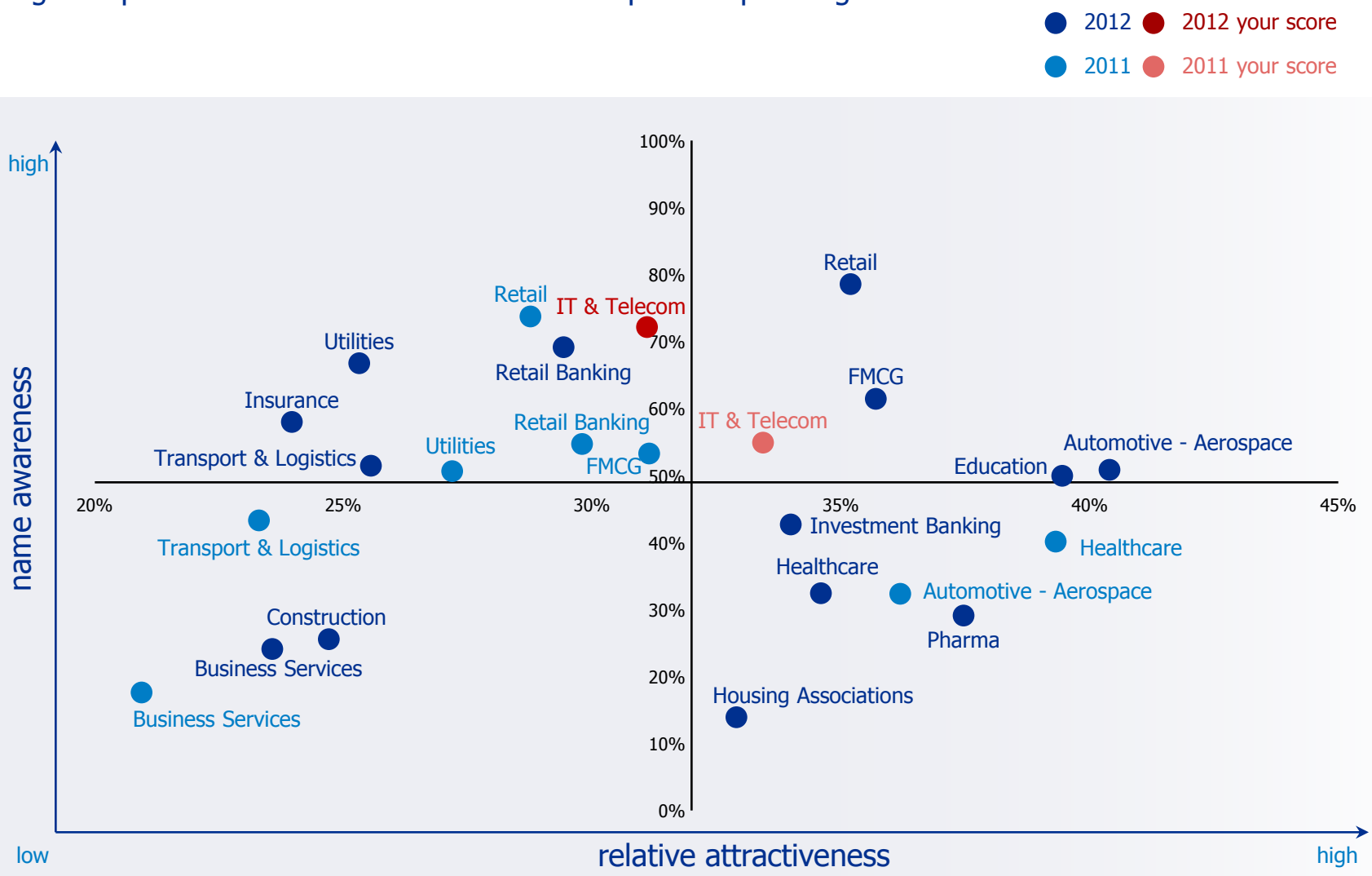
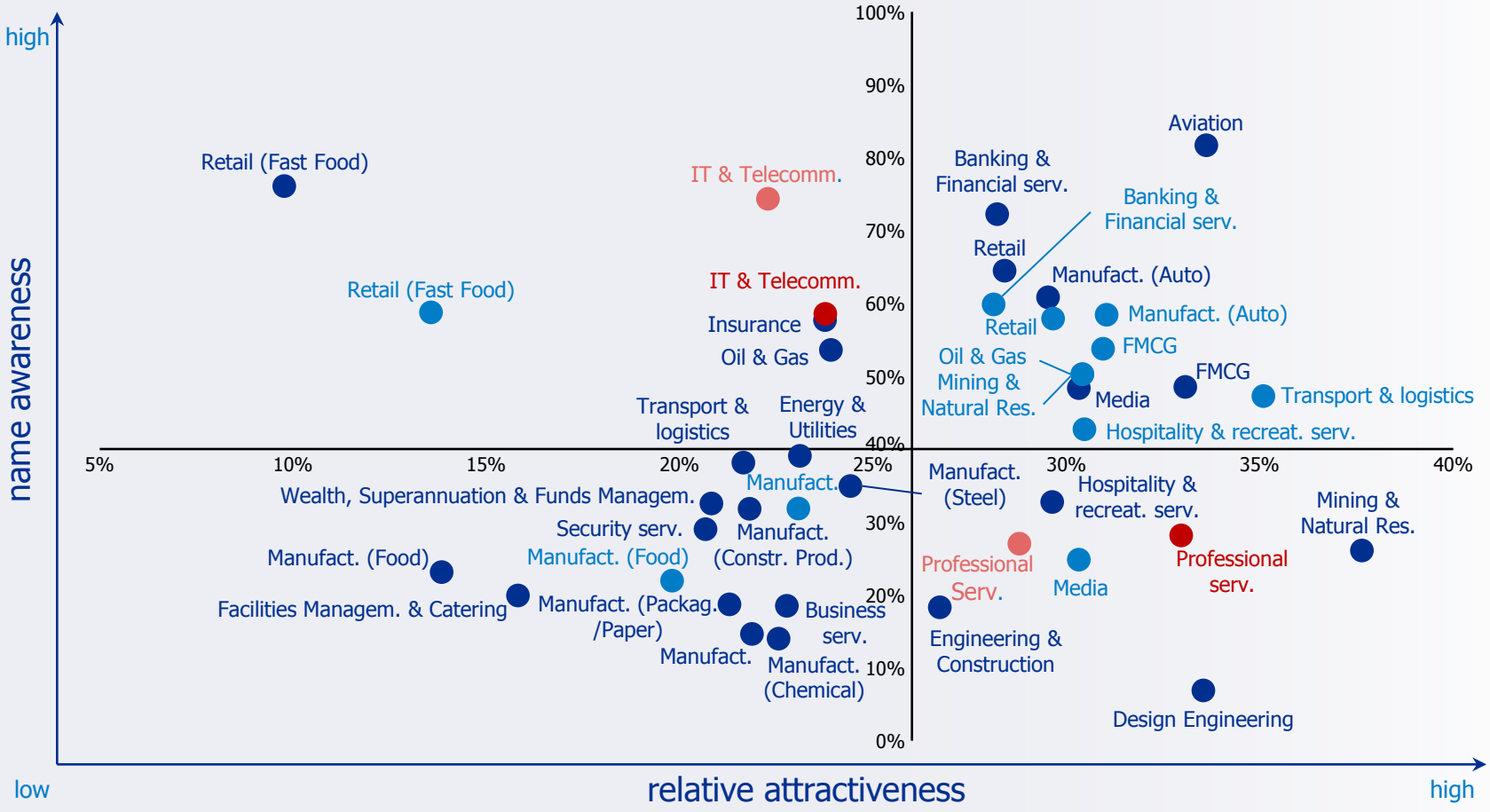
attractiveness sectors - UK

amongst respondents that know one or more companies operating in this sector



attractiveness sectors - Australia

amongst respondents that know one or more companies operating in this sector



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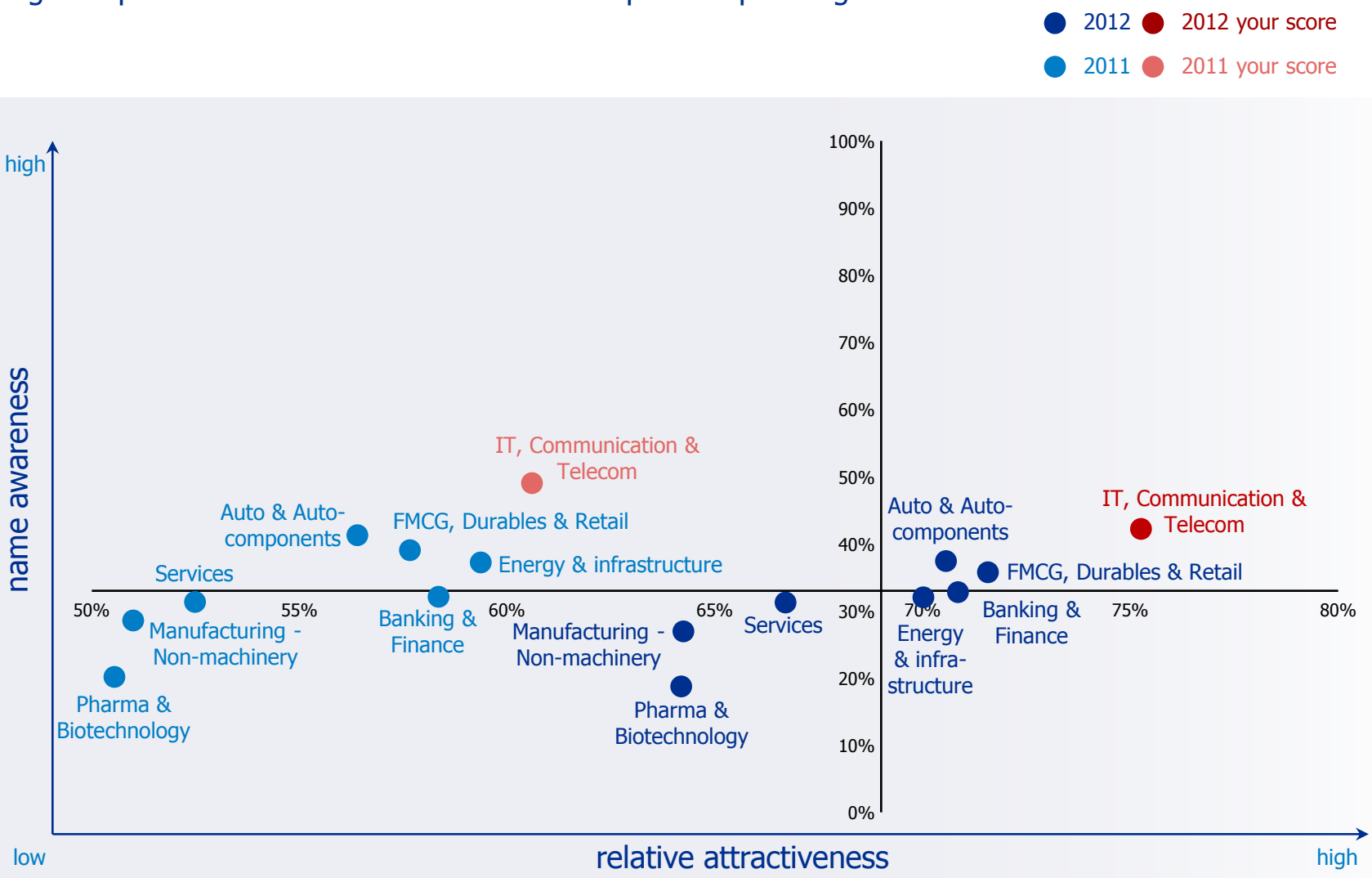
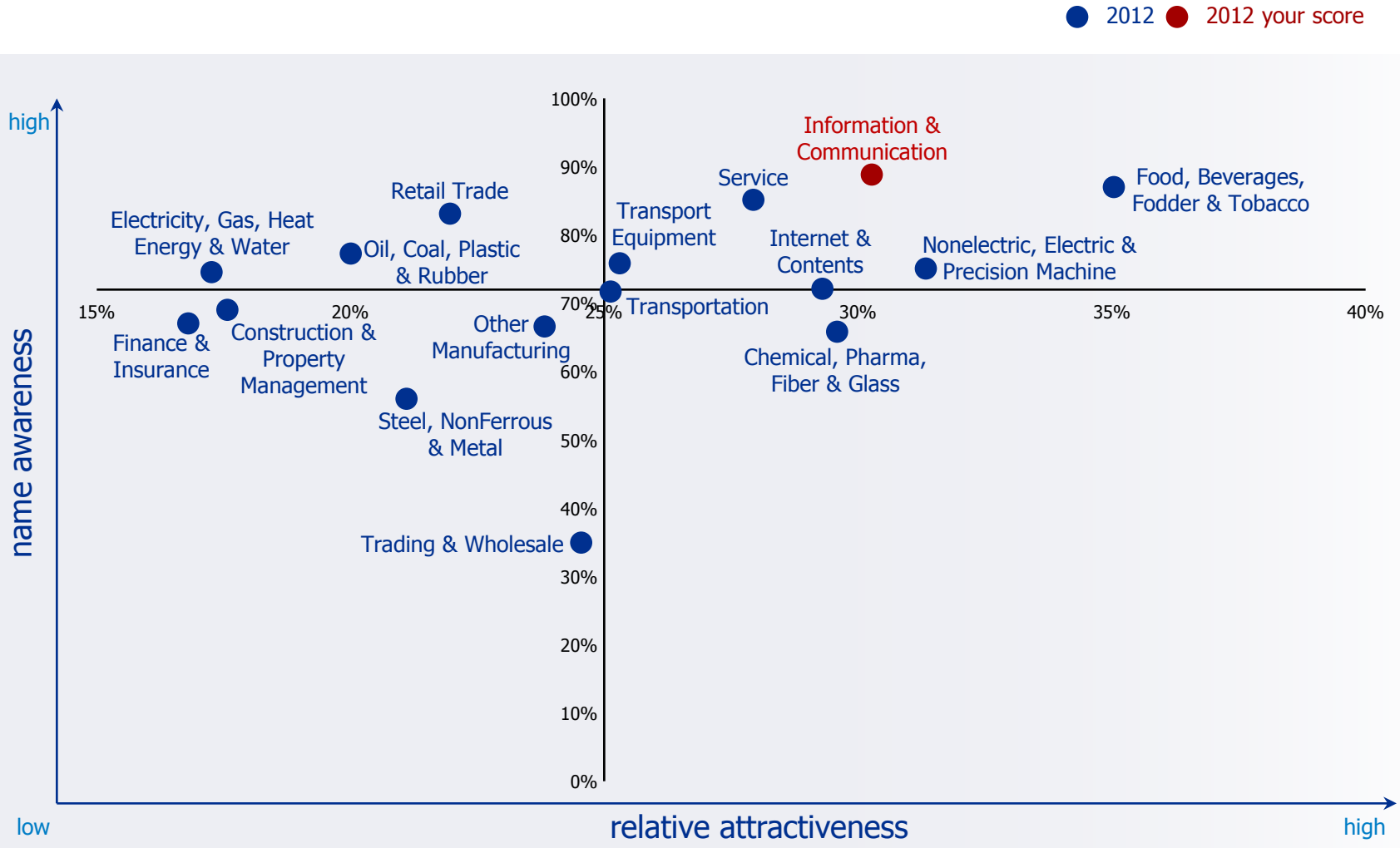
attractiveness sectors - India

amongst respondents that know one or more companies operating in this sector



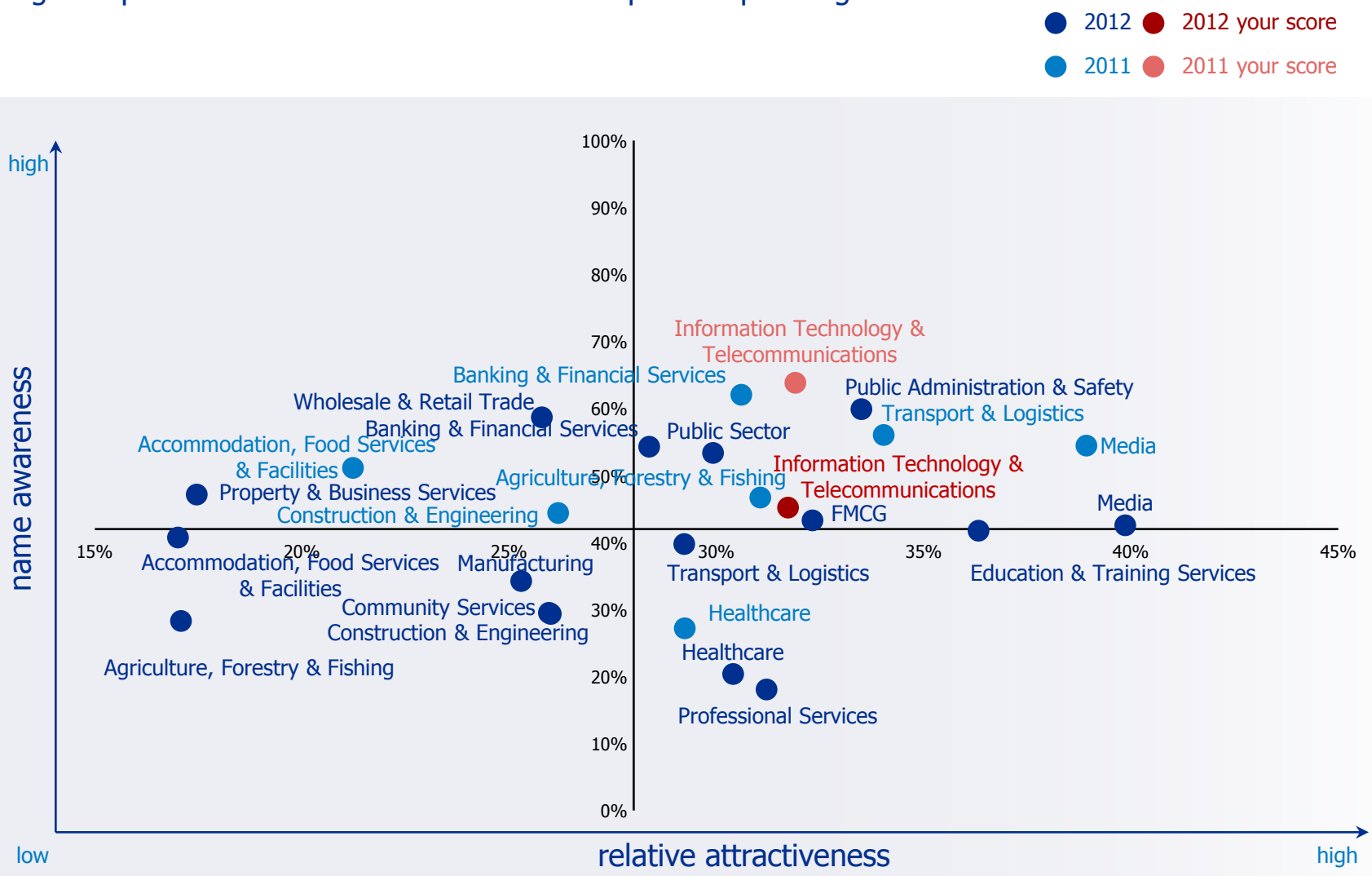
attractiveness sectors - Japan

amongst respondents that know one or more companies operating in this sector



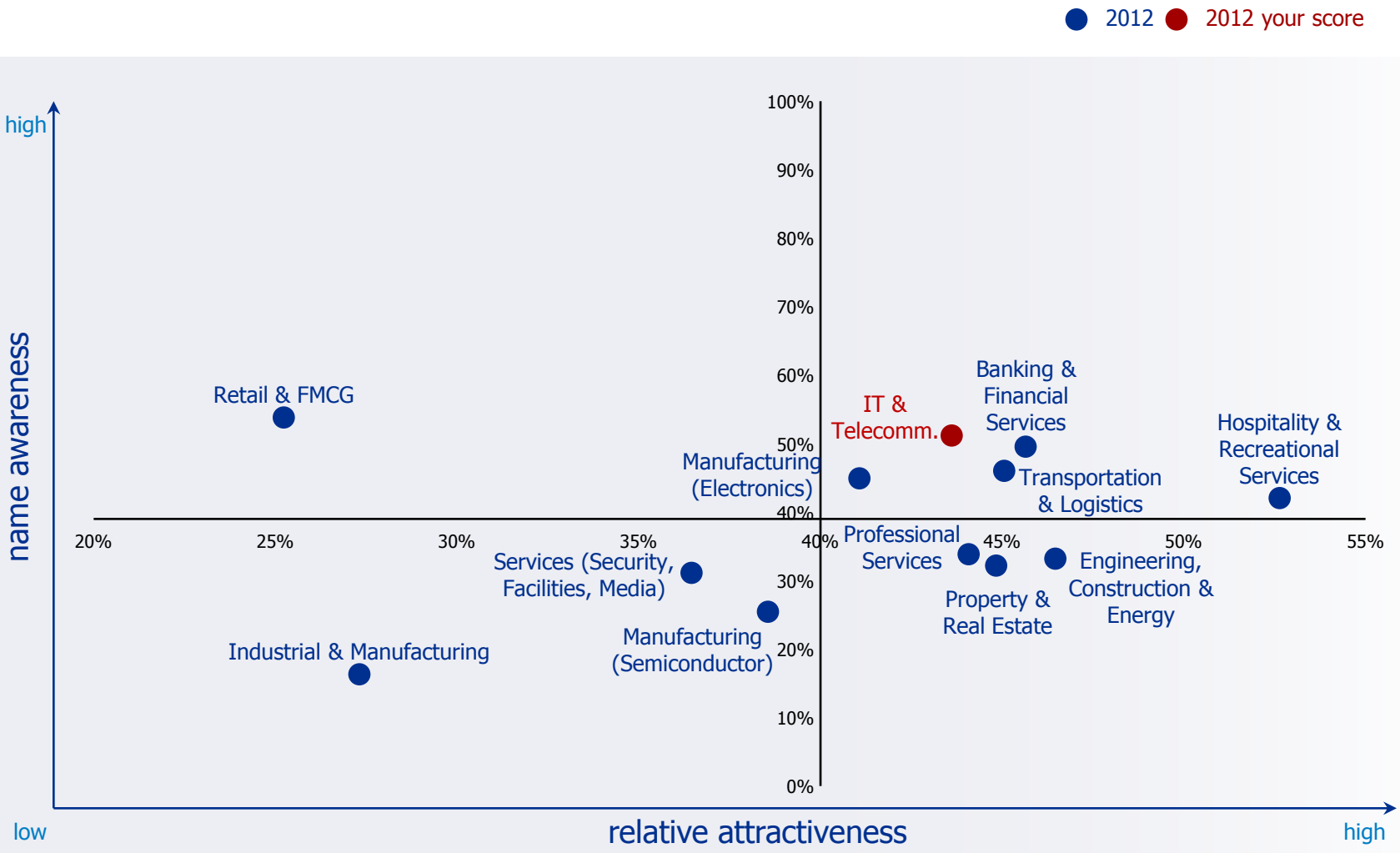
attractiveness sectors - New Zealand

amongst respondents that know one or more companies operating in this sector



attractiveness sectors - Singapore

amongst respondents that know one or more companies operating in this sector



good
to know
you